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NEWS RELEASE

# Medifast® Introduces Sports Nutrition Product Line, Partners with The V Foundation for Cancer Research® and Rutgers University® to Launch Dual Fuel™

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OWINGS MILLS, Md., Jan. 20, 2016 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, announced today the launch of a sports nutrition product line, which will be marketed through partnerships with Rutgers University® and **The V Foundation** for Cancer Research®. The V Foundation, one of the nation's leading cancer research funding organizations, was started by famed college basketball coach and revered Rutgers' Alum, Jim Valvano.

Through these partnerships, Medifast® will manufacture a line of sports nutrition products branded as Dual Fuel™. Product sales will benefit each partner's charitable cause. As Medifast continues to expand its product offerings, which currently consist of two bars and two ready-to-drink (RTD) shakes, the Company will look to add to its roster of distributors, including additional universities, sports retailers and online sites.

"With the launch of our new sports nutrition product line, we're targeting athletes and the active lifestyle consumer," said Michael MacDonald, Chairman and Chief Executive Officer, Medifast, Inc. "With the help of our partners - The V Foundation for Cancer Research and Rutgers University, we have created something particularly special. Having played basketball for Rutgers and developed a friendship with Jim Valvano, this is a very meaningful launch."

Dual Fuel™ Bars are made with a proprietary dual layer combination - one crispy and crunchy made with healthy whole grains, the other sweet and chewy, made with real peanut butter or cocoa—for the right combination of carbohydrates and protein to help meet energy needs and fuel recovery after exercise. These products contain milk protein, and whey protein, which is known to be digested and absorbed relatively quickly by the body. Dual Fuel™ bars also contain no artificial flavors, colors, sweeteners, or preservatives, and only 3 grams of sugar and 150 calories, compared to other leading national products that typically contain between 8 to 21 grams of sugar. Initially, the bars will come in two flavors, Peanut Butter Fudge and Double Chocolate.

Dual Fuel™ Ready-to-Drink Shakes are made with high quality dairy protein and electrolytes to help rehydrate and fuel the body after exercise. These shakes contain 18 grams of protein and are made with real cocoa or vanilla extract, sweetened with monk fruit and stevia extract, contain no artificial flavors, colors, sweeteners, or preservatives and are a good source of antioxidant vitamins A, C, & E. Initially, the shakes will come in two flavors, Chocolate Milkshake and Vanilla Blast. Both products were designed in partnership with the Rutgers Athletic department to deliver great taste while remaining NCAA compliant.

"We are excited about the opportunity to launch the Dual Fuel™ sports nutrition product with Medifast given their history and stellar reputation in the health and wellness industry," said Susan Braun, CEO of The V Foundation for Cancer Research.® "The partnership is a natural fit for our organization, supporting athletes while also supporting our mission to help save lives through cancer research."

"We are very excited to partner with Medifast, Inc. on this initiative that benefits our student-athletes athletically, academically, and personally," said Rutgers Director of Athletics Patrick Hobbs. "This partnership provides us additional resources to support our 24 athletic programs in the pursuit of Big Ten Conference championships. Proper nutrition, hydration, and recovery are essential in that pursuit, and for anyone leading an active lifestyle."

The new Dual Fuel sports nutrition line is available for purchase at Rutgers.DualFuelNutrition.com and JimmyV.DualFuelNutrition.com. A portion of sales from The V Foundation products will go directly back to the Foundation. For the Rutgers products, a portion of the proceeds will go to the R Fund, a University benefactor that

is committed to providing student-athletes with the necessary annual resources to reach their academic, athletic and personal potential. Products will also be available at Rutgers.DualFuelNutrition.com, concessions at the Rutgers Athletic Center and High Point Solution Stadium, and additional distribution outlets shortly.

Follow Dual Fuel on **Facebook** and Twitter (**@DualFuelSport**) for the latest news and updates.

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### About Medifast:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, portion-controlled weight-loss program. The company sells its products and programs via four unique distribution channels: 1) the web and national call centers, 2) the Take Shape For Life personal coaching division, 3) Medifast Weight Control Centers, and 4) a national network of physicians. Medifast was founded in 1980 and is located in Owings Mills, Maryland. For more information, log onto **[www.MedifastNow.com](http://www.MedifastNow.com)**.

### About The V Foundation:

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has funded more than \$150 million in cancer research grants nationwide. It awards 100 percent of all direct cash donations to cancer research and related programs. Due to generous donors, the Foundation has an endowment that covers administrative expenses. The Foundation awards peer-reviewed grants through a competitive awards process strictly supervised by a Scientific Advisory Committee. For more information on The V Foundation or to make a donation, please visit **[www.jimmyv.org](http://www.jimmyv.org)**.

### About the R Fund:

The **R Fund** is the annual giving component of Rutgers Athletics. Its mission is to provide student-athletes with the support they need to realize their full potential as students, as athletes, and as individuals. The collective vision and financial contributions of donors help R Fund advance the mission of Rutgers Athletics and assist student-athletes as they strive to earn degrees, become leaders, and win championships.

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